

SPECIAL MENTHOL IN-DEPTHS

11/9/82

60 interviews among menthol smokers

<u>32</u>	Male	<u>28</u>	Females
21	18-34	18	18-34
11	35-54	10	35-54

40 White

20 Black

32 Kings smokers

28 100's/120's smokers

<u>3 Markets</u>	<u># of Interviews Per Market</u>	<u>Dates</u>
- New Jersey (Jeanne, Pam, Rich)	30	11/22-23
- Detroit/Denver (Pam)	15	11/23-24
- Tampa (Karen)	15	11/26-27

Dates

November 22nd - 27th

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